Orders	

Order / Rev:

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

08/29/12 - 09/04/12

Original Date / Rev:

06/26/12 / 08/28/12

Order Type:

GENERAL,



KSNV

BLPHI

Primary AE:

Amy McCreary

Sales Office:

Sales Region:

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

00:15:00

15%

Advertiser

Name:

Priority:

Heller Dean for U.S. Senate Levise

A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

Demographic:

Product Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 08/27/12 09/04/12 50 \$37,100.00 \$31,535.00 Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	. \$37,100.00	\$31,535.00	0.00
Totals	50	\$37,100,00	\$31.535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBL.R	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	· 18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
-	E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp v	v/Wa@M	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
					M-F 5-6a WakeUp v	w/Wagners								,
		NEWS				-								
		-Stai	rt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
_	W	eek: 08/2	27/12	09/02/12	WTF	3	\$400.00	0.00						

Print Date: 08/29/12 07:49:45

Page 2 of 4

Order / Rev:

103575

06829900

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Advertiser:

Estimate:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

08/29/12 - 09/04/12

Product Desc: I

HELLER FOR SENATE

KSNV

Ln Ch	Start	End	Inventory Code		Start/End T		Len Sp		Rate Pri	0 71	Spots	Amount
E 1 KSNV NEWS	08/29/1	2 08/31/12	M-F 5-6a WakeUp M-F 5-6a WakeU	•	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
	<u>Date</u> 7/12	End Date 09/02/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
E 2 KSNV	09/03/1	2 09/04/12	M-F 5-6a WakeUp M-F 5-6a WakeU		5-6a	MT	:30	2	\$400,001	0.00 NM	2	\$800.00
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0 E 3 KSNV		09/09/12 2 08/29/12	M-F 6-7a WakeUp M-F 6-7a WakeU	_	\$400.00 6-7a	0.00 W	:30	1	\$700.001	0.00 NM	1	\$700.00
,	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/2 E 4 KSNV		09/02/12	M-F 6-7a WakeUp	1 2 MAGAN	\$700.00	0.00	.20		#700 00 d	0.00 N/h4		* 700.00
NEWS	09/03/1	2 09/03/12	M-F 6-7a WakeU	_	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
	t Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 09/0 E 5 KSNV		09/09/12 2 09/04/12	Today Show	CM	\$700.00 658a-9am	0.00 -T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
			Today Show	0111	occu cum	'	.00	'	Ψ1,-00,001	0.00 14141	'	\$1,400.00
TODAY Start	SHOW t Date	End Date	<u>Weekdays</u>	Spots/Week	Date	Poting						
Week: 09/0		09/09/12	-T	<u>3pots/week</u>	<u>Rate</u> \$1,400.00	Rating 0,00				i		
		2 08/30/12	Today Show Today Show	СМ	658a-9am	T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY		End Data	Modeles	Constantia	D-4-	Datter						
Week: 08/2	<u>t Date</u> 7/12	End Date 09/02/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$1,400.00	Rating 0.00						
E 7 KSNV			M-F Today Show M-F Today Show	II 3rd HBM	9-10a	W-F	:30	2	\$500.001	0.00 NM	2	\$1,000.00
TODAY : <u>Stari</u> Week: 08/2	t Date	II <u>End Date</u> 09/02/12	Weekdays W-F	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 8 KSNV			M-F Today Show M-F Today Show	II 3rd HGM	9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500 .00
TODAY			164	O	ъ.	D "						
Week: 09/0	3/12	End Date 09/09/12	Weekdays -T	Spots/Week 1	\$500.00	Rating 0.00					_	
			M-F Today Show Today 4th Hour	III 4III IƏIVI	10am-11am	н Т н	:30	2	\$325.001	0.00 N M	2	\$650.00
TODAY												
<u>Stan</u> Week: 09/0	t <u>Date</u> 3/12	<u>End Date</u> 09/09/12	<u>Weekdays</u> -T	Spots/Week 2		<u>Rating</u> 0.00						
			M-F Today Show Today 4th Hour		10am-11am		:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY			1441-4	A 1 247 1	5 (
<u>Star</u> Week: 08/2	t <u>Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> WTF	Spots/Week 3		Rating 0.00						
E 11: KSNV		2 08/31/12	Noon News Noon News	СМ	12-1230pm	TF	:30	2	\$425.001	0.00 NM	2	\$850.00
NEWS Star	t Deta	End Data	Mookdova	Cnoto Micel	Data	Boting						
Star Week: 08/2	<u>t Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00				Į		
E12 KSNV				СМ	12-1230pm	-T	:30	1	\$425.001	0.00 NM	1	\$425.00
NEWS			Noon News									
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0		09/09/12	-T	1	\$425.00	0.00	<u> </u>					
E13 KSNV	09/03/1	12 09/04/12		CM	5-630p	MT	:30	4	\$1,000.001	0.00 NM	4	\$4,000.00

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Order / Rev:

103575

06829900

Advertiser:

Estimate:

Heller, Dean for U.S. Senate

Alt Order#: Flight Dates:

08/29/12 - 09/04/12

Product Desc:

HELLER FOR SENATE

KSNV

Ln Ch	Start	End	Inventory Code	Break Start/End Time	Days	Len Spots	Rate Pri Rtg Type Spots	Α
			M-i- ⊨arly News		· · · · · · · · · · · · · · · · · · ·			
			M-F Early News					
MIENA/C			· ·					

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
				M-F Early News M-F Early News								······································
	NEWS											
W	<u>Sta</u> /eek: 09/	rt <u>Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00					
			2 08/31/12	M-F Early News M-F Early News	СМ	5-630p	WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.00
	NEWS											
w	<u>Sta</u> /eek: 08/	<u>rt Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					
E 15	KSNV	08/29/1	2 08/31/12	M-F Wheel M-F Wheel of Fo	CM rtune	7-730pm	F	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
	WHEEL				•							
w	<u>Sta</u> /eek: 08/	<u>rt Date</u> 27/12	End Date 09/02/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00	-				
E 16	KSNV	09/03/1	2 09/04/12	M-F Wheel	СМ	7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
÷	WHEEL			M-F Wheel of Fo	rtune							
1AJ	<u>Sta</u> /eek: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
				Face to Face w/ F		730-758pm	MT	:30	2 \$800,001	0.00 NM	2	\$1,600.00
	FACE			Face to Face w/	J.Ralston							. ,
VA.		rt Date	End Date 09/09/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$800.00	Rating					
				Face to Face w/ F		730-758pm	0.00 F	:30	1 \$800.001	0.00 NM	1	\$800.00
	FACE			Face to Face w/	J.Ralston							
W	<u>Sta</u> /eek: 08/	<u>rt Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$800,00	Rating 0.00					
				M-F News 3 at El		11pm-1135p		:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
	NEWS			M-F News 3 at E	leven							
14.	<u>Sta</u> /eek: 08/	rt Date	End Date 09/02/12	<u>Weekdays</u> T	Spots/Week	Rate	Rating					
				M-F News 3 at El		\$1,100.00 11pm-1135p	0.00 m M	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
	NEWS			M-F News 3 at E					. 41,100.001	0.00 1111	'	Ψ1,100,00
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	/eek: 09/		09/09/12	M		\$1,100.00	0.00					
E 21	KSNV	09/01/1	2 09/02/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	mSS	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
	NEWS	-L D-L-	Fad Data	No alcelare	C:= =4 = 0.01 = =1=	D-4-	D. U					
V	<u>518</u> /eek: 08	rt <u>Date</u> 27/12	End Date 09/02/12	<u>Weekdays</u> SS	Spots/Week 2	<u>Rate</u> \$1,100.00	Rating 0.00					
E 22	KSNV	09/01/1	2 09/01/12	News 3 Sunrise -	SATUROM	6a-7a	S	:30	1 \$350.001	0.00 NM	1	\$350.00
	NEWS			News 3 Sunrise 3	SATURDAY							
14		rt Date	End Date	<u>Weekdays</u> S-	Spots/Week		Rating					
	/eek: 08/ KSNV		09/02/12 2 09/02/12	Sa-Su Early New	s CM	\$350.00 5pm-630pm	0.00 SS	:30	2 \$650.001	0.00 NM	2	\$1,300.00
	NEWS			Sa-Su Early New	/S							1.1.
		ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	/eek: 08/		09/02/12	SS Sunday Today	2		0.00	-20	4 0005 004	0.00 104	١,	0005.00
Ľ Z 4			L VOIUAI 12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	1 \$625.00 1	0.00 NM	1	\$625.00
	SUN TO	DDAY irt Date	End Date	<u>Weekdays</u>	Spots/Week	Data	Datina		•			
v	<u>او</u> د: 08/		09/02/12	S	<u> </u>	<u>Rate</u> \$625.00	Rating 0.00					
E 25	KSNV	09/02/1	12 09/02/12		CM	Sun 1135p-1	1200aS	:30	1 \$400.001	0.00 NM	1	\$400.00

Print Date: 08/29/12 07:49:45

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Amount

Order / Rev:

103575

Start

Advertiser:

Estimate:

Break Start/End Time

Heller, Dean for U.S. Senate

Len Spots

:30

\$800,001

Alt Order #: Flight Dates:

Ln Ch

FACE

Week: 08/27/12

Start Date

06829900 08/29/12 - 09/04/12

End

End Date

09/02/12

Inventory Code

Face to Face in PRIME

Spots/Week

Weekdays

--WT---

Product Desc:

HELLER FOR SENATE

Days

--WT---

Rating

0.00

KSNV

Rate Pri Rtg Type Spots

0.00 NM

Sports Night in Las Vegas Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating ----S 09/02/12 Week: 08/27/12 \$400.00 0.00 N26 KSNV 08/29/12 08/29/12 Noon News СМ 12-1230pm :30 \$425.001 0.00 NM --W----\$425,00 Noon News **NEWS** Spots/Week Start Date End Date Weekdays <u>Rate</u> Rating Week: 08/27/12 09/02/12 --W----\$425.00 0.00 2 \$1,000.001 N27 KSNV 08/29/12 08/30/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN---WT---:30 0.00 NM 2 \$2,000.00 Wheel in Prime WHEEL Start Date **End Date Weekdays** Spots/Week Rating <u>Rate</u> Week: 08/27/12 09/02/12 --WT----\$1,000.00 2 0.00 N28 KSNV 08/29/12 08/30/12 Face to Face in PRIME CM

Rate

\$800.00

Totals 50 \$37,100.00

2

\$1,600.00